



CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

AB#	03-12-74	2011-12 CTBID Grant Recipient's Final Reports	CTBID STAFF	<u>CH</u>
MTG.	3-28-12		GENERAL	
DEPT.	City Mgr		COUNSEL	

RECOMMENDED ACTION:

Receive final reports from 2011-12 CTBID grant recipients.

ITEM EXPLANATION:

At its 3-18-08 meeting, The CTBID board established a formal grant program. The objectives of the grant program are to:

- Fund projects or events that are going to increase the overnight stays in hotels;
- Encourage the development of innovative tourism products;
- Promote collaboration within and across sectors of the tourism industry;
- Reach important travel segments such as multicultural, family and senior markets;
- Strengthen the marketing capacity of our partnering organizations; and
- Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

The CTBID Board appropriated \$20,000 in its 2011-12 budget to fund these grants. The following amounts were awarded: \$5,000 to In Motion Events, the producers of the Carlsbad Marathon, \$4,000 to ArtSplash, the producers of an annual two-day arts and music festival in Carlsbad, and \$10,000 to the Mercury Insurance Open Tennis Tournament held at La Costa.

A requirement of the grant is that the recipient must submit a final report detailing how the money was spent and the results of the event. Attached at Exhibits 1, 2, and 3 are the final reports from each of the grant recipients.

FISCAL IMPACT:

The CTBID 2011-12 Budget contains an appropriation of \$20,000 for CTBID grants. No further appropriation is required.

ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 153789(b)).

EXHIBITS:

- 1. Final report from ArtSplash
- 2. Final report from In Motion Events
- 3. Final report from the Mercury Insurance Open

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2753, cheryl.gerhardt@carlsbadca.gov

FOR CITY CLERKS USE ONLY.					
BOARD ACTION:	APPROVED	<input type="checkbox"/>	CONTINUED TO DATE SPECIFIC	<input type="checkbox"/>	_____
	DENIED	<input type="checkbox"/>	CONTINUED TO DATE UNKNOWN	<input type="checkbox"/>	
	CONTINUED	<input type="checkbox"/>	RETURNED TO STAFF	<input type="checkbox"/>	
	WITHDRAWN	<input type="checkbox"/>	OTHER – SEE MINUTES	<input type="checkbox"/>	
	AMENDED	<input type="checkbox"/>			



Cheryl Gerhardt
City of Carlsbad
1635 Faraday Ave.
Carlsbad, CA 92008-7314

Dear Cheryl,

In a tough economy it is always a struggle to succeed, but because of CTBID's support, ArtSplash was a huge success.

We had over 30,000 people attend Artsplash, along with 150 chalk artists, performers, art vendors and volunteers.

We spent over \$8,000 marketing dollars that went towards television, newspaper and radio. Your grant helped us to reach new areas that we were not budgeted for.

New this year was our walk to support breast cancer research and was very successful. We feel the walk will grow and encourage more people to spend an extra night in Carlsbad.

Thank you again for your support. Your grant made a huge difference to us!

Sincerely,

Jon.

Joni Miringoff
ArtSplash Chairperson

ArtSplash...A Community Celebration for Arts Education
Tax ID # 20-0489191
5620 Paseo Del Norte #127-442 Carlsbad, CA 92008
Phone (760) 436-2828 • Fax (760) 431-9020
info@CarlsbadArtSplash.org • www.CarlsbadArtSplash.org



Carlsbad Tourism Business Improvement District
\$4,000 Grant for Riverside County Media Buying Proposal
for September 17 to 24, 2011

Presented by
Dale R. Weston
Communications Director



6030 Avenida Encinas, Suite 210, Carlsbad, CA 92011 760-496-2921

MEDIA EXPOSURE FOR OVER 200,000
RIVERSIDE COUNTY HOUSEHOLDS



- \$4,000 2011 BUDGET RESULT IN OVER 220 COMMERCIALS
- INCREASED FREQUENCY ON TOP "FAMILY-ORIENTED" CHANNELS



\$4,000 CABLE TV BUY

- Achieve nearly 1 MILLION gross impressions from Hemet to Temecula
- \$4.95 COST PER THOUSAND (CPM)
- ABC FAMILY CHANNEL
- NICKELODEON
- COMEDY CHANNEL
- MTV
- CARTOON NETWORK
- PLUS TBS, A&E, HGTV, LIFETIME and more!

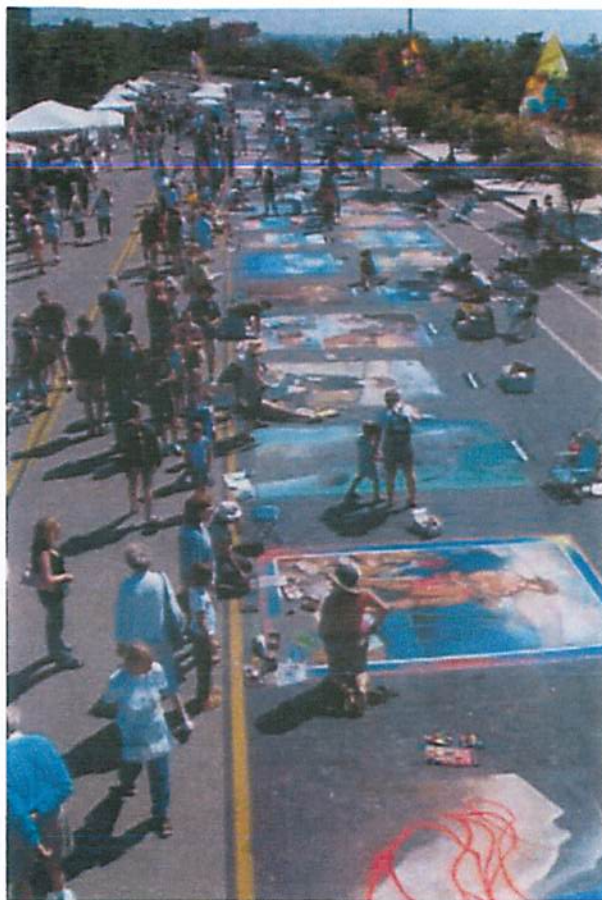




\$4,000 MEDIA SUMMARY

- Time Warner Cable So. Riverside County
36,000 Households
- Verizon FiOS Cable N. Riverside County
170,000 households
- Over 220 commercials over 8-day period
- High frequency on "Family Networks"
- \$4.95 Cost per thousand





ADDED VALUE

- Try J Advertising's clients' Toyota Carlsbad and Lexus Carlsbad/Escondido tag their San Diego Radio commercials with ArtSplash on over \$15,000-worth of commercials from September 17 to 24.
- San Diego Radio stations also reach Temecula-Murrieta Area
- \$10,000-worth of San Diego TV commercials on CBS, FOX, and NBC affiliates September 17 to 24



**6030 Avenida Encinas, Suite 210
Carlsbad, CA 92011-1001**

Date

11/22/2011

Bill To

Jim Comstock
ArtSplash
Jim Comstock / CPA c/o ArtSplash 2755 Jef

[illegible]



2012 POST-RACE *Report*



Statistics / Demographics

Marathon & Half Marathon Participant Statistics:

Average Annual Income:

\$95,000

Age Breakdown:

24 & under	7%
25 - 39	51%
40 - 49	27%
50 - 59	11%
60 & over	4%

Gender Breakdown by Event:

Full Marathon:

41% female

59% male

Half Marathon:

59% female

41% male

How they Register:

94.39% of the participants signed up for the race online.

Top Ranked States: (48 states represented in total)

California – 9,308

Arizona – 172

Washington – 99

Colorado – 70

Illinois – 62

Oregon – 50

Nevada – 40

Minnesota – 35

New York – 34

Texas - 31

Top Ranked Countries: (13 countries represented in total)

United States

Canada

Mexico

Ethiopia

Kenya

Australia

France

Taiwan

Korea

Nigeria

Ukraine

Burundi

Netherlands

Breakdown of the Overall Numbers:

- 8,500 half marathon participants
- 1,500 full marathon participants
- 2,000 volunteers
- 22 official charities
- 3,100 Kids Marathon Mile participants
- 17 sponsoring companies
- 60 exhibitors and vendors
- 20,000 + spectators

Interesting Fun Facts:

- 225 portable toilets
- 150,000 cups
- 5,000 gallons of water
- 12,000 T-shirts
- 30 tubs of Vaseline
- 8 trucks
- 30,000 square feet of tenting ordered

We Love Our Sponsors!



Tri-City Medical Center



The Event in the News

San Diego Union-Tribune

8/18/11	Diane Bell	Bill Albers 83-year-old Half Marathon Triple Crown participant
1/12/12	FYI Datebook	Carlsbad Marathon
1/19/12	North County	Carlsbad Marathon and Half Marathon set to run Sunday
1/19/12	FYI Datebook	Carlsbad Marathon
1/20/12	Sports	Spartan life shaped Kenyan's American way
1/21/12	Diane Bell	Race to be run as tribute to slain friend
1/22/12	General	Carlsbad Marathon & Half calendar listing
1/23/12	Sports	Lagat heeds brother's advice to win Carlsbad
1/23/12	Online Photo Gallery	Event photos by UT staff photographer
1/23/12	Local	Front page 1/3-page photo of the women's marathon winner with caption
1/23/12	Sports	Section cover photo of the men's half marathon winner with caption
1/26/12	North Coast	Front page photo of race start - Runners take to Carlsbad streets
1/26/12	Sports	Finish what they started in Carlsbad - 1/2-page of photos with captions
2/3/12	Tom Blair	Running rings around the racecourse

A BANNER DAY



Christine Kenney of New York rejoices after winning the women's division of the Carlsbad Marathon on Sunday. She finished fifth in the marathon last year. Story in Sports. HOWARD LIPIN U-T

FINISHING KICK



Ethiopia's Ezkyas Sisay wins the men's division of the Carlsbad Half Marathon in 1 hour, 4 minutes, 43 seconds. HOWARD LIPIN • U-T

The Event in the News (continued...)

North County Times

7/2/11	Local Update	Tri-City looking for marathoners
7/18/11	Local Update	Tri-City Medical Center Carlsbad Marathon official training program
7/21/11	Local Update	Tri-City Medical Center Carlsbad Marathon official training program
7/25/11	Community Sports	Tri-City Medical Center Carlsbad Marathon official training program
9/18/11	Special Section	Tri-City Medical Center awards and events
11/17/11	Tom Pfingsten	Kristin Stehly, "healthy living blogger" running Carlsbad Half
12/22/11	Races	Kids Marathon Mile
1/1/12	Races	Kids Marathon Mile
1/2/12	Sports Notices	Carlsbad Marathon and Half Marathon. Spectators are welcome
1/5/12	Go!	Fast Forward w/photo
1/8/12	Races	Kids Marathon Mile, a one-mile run/walk that helps schools raise funds
1/8/12	Races	Carlsbad Marathon and Half Marathon. Spectators are welcome
1/8/12	Fast Forward	Marathon Mile, a one-mile run/ walk that helps schools raise funds
1/12/12	Carlsbad	Donate "retired shoes to charity"
1/12/12	Races	Kids Marathon Mile
1/15/12	Races	Kids Marathon Mile
1/15/12	Go!	Legoland hosts children's marathon mile run
1/19/12	FYI Datebook	Carlsbad Marathon
1/19/12	Community Sports	Tri-City Medical Center Carlsbad Marathon
1/19/12	General	Marathon will close roads in Carlsbad
1/20/12	Sports	Gonzalez going back to strength
1/22/12	Go!	Marathon fun for non-runners too
1/22/12	Local	For Kids' Sake - Kids race photos (3) and captions
1/22/12	Online Photo Gallery	Kids Marathon Mile online photo gallery
1/23/12	Main News	Front page story and photo - In Loving Memory
1/23/12	Local Update	Saturday Snapshots - photos and caption on Kids Marathon Mile
1/23/12	Sports	Front page - Lagat ends Kibii's reign in Carlsbad
1/23/12	Sports	Race results
1/27/12	NC Times Weekly	Group runs marathon in honor of 'inspiring' woman
3/18/12	Social Scene	Hospital celebrates heroes who go the distance

CARLSBAD | TEAM KATHY UNITES FOR RACE



Natalie Filler puts her arm around Melissa Scharbarth, sister of Kathy Scharbarth, as they and other friends and family members, called Team Kathy, wear T-shirts with Kathy Scharbarth's picture on the back as they start the half-marathon during the Tri-City Medical Center Carlsbad Marathon and Half in Carlsbad on Sunday. HAYNE PALMOUR IV | hpalmour@nctimes.com

IN LOVING MEMORY

Group runs marathon in honor of 'inspiring' woman

SATURDAY SNAPSHOTS



CARLSBAD | PUSHING AHEAD

Above: Despite Saturday morning's rain, kids in the 11- and 12-year-old age group run in the Kids Marathon Mile at Legoland California. Right: A runner grabs a few raindrops on his tongue during the race Saturday. The fun run/walk is presented each year as a prelude to Sunday's Carlsbad Marathon and Half Marathon. Photos by BILL WECHTER | NCT



The Event in the News (continued...)



Carlsbad Magazine

1/1/12

Tri-City Medical Center Carlsbad Marathon Health & Lifestyle Expo, Kids Marathon Mile, Tri-City Medical Center Carlsbad Marathon and Half

March/April 2012

Three-page feature race weekend recap (pictured left)

The Coast News

1/13/12

General

Tri-City marathon hits the streets

1/27/12

General

Shoes collected for Share your Soles program

Carlsbad Business Journal

7/1/11

Chairman's Message

Carlsbad: A 'stay-cation' paradise

11/1/11

Chairman's Message

Jeff Guzzardo, Executive Director of the Mottino Family YMCA an official charity

San Diego Business Journal

10/17/11

Toward Better Health

Tri-City Medical Center Looks to a Promising Future

Rancho Santa Fe Review

8/11/11

General

Join Team Fresh Start for 2012 Carlsbad Marathon & Half Marathon

11/17/11

General

Chris Hard wins Volunteer Award

2/2/12

General

RSF brothers team up to perform as alternative rock band

Del Mar Times

8/11/11

Join Team Fresh Start for 2012 Carlsbad Marathon & Half Marathon

Carmel Valley News

8/11/11

Join Team Fresh Start for 2012 Carlsbad Marathon & Half Marathon

Solana Beach Sun

8/11/11

Join Team Fresh Start for 2012 Carlsbad Marathon & Half Marathon

Navy Dispatch

1/1/12

Editor's Pick

Kids Marathon Mile at LEGOLAND

1/5/12

Around Town

2012 Tri-City Medical Center Carlsbad Marathon

1/12/12

Around Town

2012 Tri-City Medical Center Carlsbad Marathon

1/19/12

Around Town

2012 Tri-City Medical Center Carlsbad Marathon

The Californian

1/15/12

Go!

Mini Milers - Legoland hosts children's marathon mile run

1/20/12

Sports

Spartan life shaped Kenyan's American way

1/22/12

Go!

Marathon has fun for nonrunners, too

1/23/12

Sports

Race results

2/6/12

Suzy Ryan

Carlsbad a great place to run

Fine Magazine

1/1/12

Community Interest

2012 Tri-City Medical Center Carlsbad Marathon

Placed Advertising

PRINT ADVERTISING

Race Place Magazine | Circulation 65,000

Full page/full color ad	May/June
Full page/full color ad	July/August
Full page/full color ad	September/October
Full page/full color center spread + cover	November/December
Full page/full color ad	January/February

Los Angeles Sports & Fitness | Circulation 35,000

Full page/full color ad	September
Full page/full color ad	October

Runner's World | Circulation 650,000

Racing Ahead Classified	August
Racing Ahead Classified	September
Racing Ahead Classified	October
Racing Ahead Classified	November

ONLINE ADVERTISING

GetSetCA

8/25/11	Solo Featured Event	2012 Tri-City Medical Center Carlsbad Marathon & Half Marathon
8/29/11	Upcoming event	2012 Tri-City Medical Center Carlsbad Marathon & Half Marathon
9/12/11	Upcoming event	2012 Tri-City Medical Center Carlsbad Marathon & Half Marathon
9/19/11	Upcoming event	2012 Tri-City Medical Center Carlsbad Marathon & Half Marathon

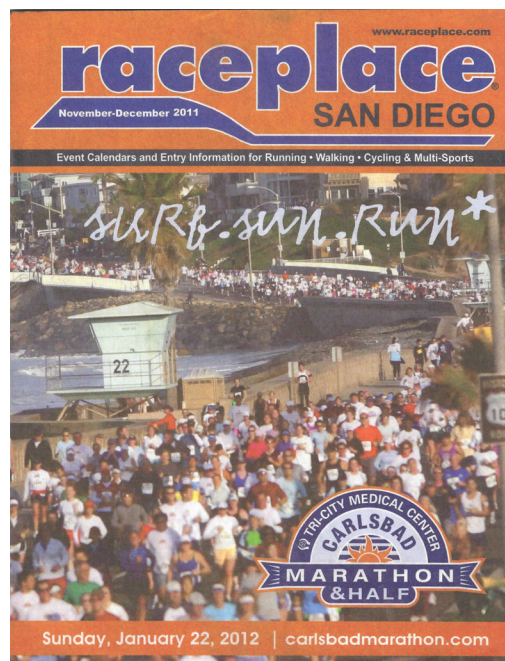
GetSetAZ

8/25/11	Solo Featured Event	2012 Tri-City Medical Center Carlsbad Marathon & Half Marathon
8/29/11	Upcoming event	2012 Tri-City Medical Center Carlsbad Marathon & Half Marathon
9/12/11	Upcoming event	2012 Tri-City Medical Center Carlsbad Marathon & Half Marathon
9/19/11	Upcoming event	2012 Tri-City Medical Center Carlsbad Marathon & Half Marathon

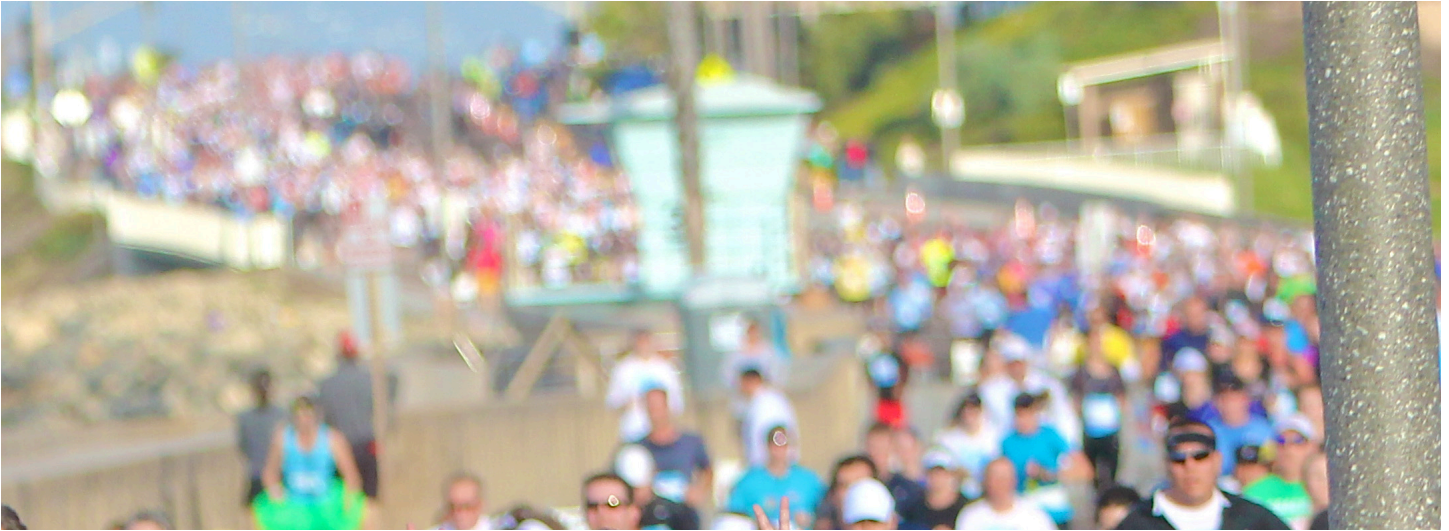
ONLINE CALENDAR LISTINGS (Partial list)

- runnersworld.com
- nctimes.com
- sandiegoreader.com
- signonsandiego.com
- active.com
- marathonguide.com
- raceplace.com
- sandiegocoastlife.com
- lasandf.com
- competitor.com
- race360.com
- halfmarathons.net
- thecoastnews.com

Copy of raceplace magazine cover



TV & Radio Exposure



LOCAL TV EXPOSURE

XETV San Diego 6	1/20/12	11 p.m. news	Running to remember Kathy
	1/22/12	8 and 10 a.m. news	Live remote with Brooke Landau
NBC 7	1/22/12	6 p.m. news	Running for Kathy
KFMB News 8	1/22/12	6 p.m. news	Kids Marathon Mile recap
	1/23/12	6 and 10 p.m. news	Race recap
	1/24/12	5 and 7 a.m. news	Race recap
KUSI News 9	1/14/12	9 a.m. news	Coach Katie about event and nutrition
	1/21/12	6 and 10 p.m. news	Kids Marathon Mile recap
	1/23/12	6, 10 and 11 p.m. news	Race recap
	1/24/12	5 a.m. news	Race recap
KGTV News 10	1/20/12	All morning newscasts	Weather mention - Kids Marathon Mile
	1/24/12	5 a.m. news	Race recap
KSWB 5	1/23/12	6 p.m. news	Kids Marathon Mile recap
		10 p.m. news	Race recap 1/22/11

RADIO EXPOSURE

KYXY 96.5 FM

- (50) recorded 20-second promotional announcements
- (1) month-long feature on the community page on kyxy.com with a link to the event website
- (1) inclusion in a weekly email newsletter to 25,000 subscribers

Our Charities

Together our official charities raised more than \$450,000 using the 2012 Tri-City Medical Center Carlsbad Marathon as a fundraising and awareness generating vehicle.

In addition to the organizations listed below there are other charities who use the event each year to raise funds for their programs. The total amount raised through the efforts of these organizations is not calculated in the above total.

Alzheimer's Association

American Liver Foundation

Bread of Life

Crohn's & Colitis Foundation of America

Doheny Eye Institute

Donate Life San Diego

Fresh Start Surgical Gifts

Heart for Africa

Huntington's Disease

Insulindependence

International Bipolar Foundation

Jeans 4 Justice

Labrador Rescuers

Labradors and Friends Dog Rescue Group

Leukemia & Lymphoma Society/Team In Training

Lupus Foundation of Southern California

Mended Little Hearts

Mottino Family YMCA

Neural Networks

North County Community Services Food Bank

Oak Grove Center

Preschool Scholarship Program 123

KIDS MARATHON MILE AT LEGOLAND

Despite a little rain, over 3,100 children (an all-time high) and their families participated in the Kids Marathon Mile on Saturday morning. After the mile races, the kids enjoyed refreshments, entertainment and exciting vendor booths.



With fond memories of the
2012 Tri-City Medical Center Carlsbad Marathon
weekend of events still fresh, we're off and running planning the 2013 event.

**Please plan to be there with us the
weekend of January 25 - 27, 2013.**

Revenue Report

Hotel: Carlsbad by the Sea Resort
Close Date : January 18, 2012

Carlsbad by the Sea Resort

Total Base Charges	USD 3,189.00
Total Additional Charges	USD 0.00
Total Charges	USD 3,189.00
Number of Reservations	25
Number of Rooms	25
Number of Room Nights	31

Guests	# Reservations
1	13
2	11
3	1

Revenue Report

Hotel: Courtyard San Diego Carlsbad
Close Date : January 18, 2012

Courtyard San Diego Carlsbad

Total Base Charges	USD 3,808.00
Total Additional Charges	USD 0.00
Total Charges	USD 3,808.00
Number of Reservations	25
Number of Rooms	25
Number of Room Nights	32

Guests	# Reservations
1	8
2	13
3	2
4	2

Revenue Report

Hotel: Grand Pacific Palisades

Close Date : January 18, 2012

Grand Pacific Palisades

Total Base Charges	USD 11,325.00
Total Additional Charges	USD 20.00
Total Charges	USD 11,345.00
Number of Reservations	43
Number of Rooms	43
Number of Room Nights	99

Guests	# Reservations
1	17
2	25
3	1

Revenue Report

Hotel: Hampton Inn Carlsbad
Close Date : January 18, 2012

Hampton Inn Carlsbad

Total Base Charges	USD 594.00
Total Additional Charges	USD 0.00
Total Charges	USD 594.00
Number of Reservations	5
Number of Rooms	5
Number of Room Nights	5

Guests	# Reservations
1	2
2	3

Revenue Report

Hotel: Hilton Garden Inn Carlsbad
Close Date : January 18, 2012

Hilton Garden Inn Carlsbad

Total Base Charges	USD 1,815.00
Total Additional Charges	USD 0.00
Total Charges	USD 1,815.00
Number of Reservations	6
Number of Rooms	6
Number of Room Nights	11

Guests	# Reservations
1	1
2	3
3	1
4	1

Revenue Report

Hotel: Holiday Inn Express Encinitas - Cardiff by th
Close Date : January 18, 2012

Holiday Inn Express Encinitas - Cardiff by the Sea

Total Base Charges	USD 1,500.00
Total Additional Charges	USD 0.00
Total Charges	USD 1,500.00
Number of Reservations	8
Number of Rooms	8
Number of Room Nights	18

Guests	# Reservations
1	8

Revenue Report

Hotel: Homewood Suites by Hilton - Carlsbad

Close Date : January 18, 2012

Homewood Suites by Hilton - Carlsbad

Total Base Charges	USD 5,130.00
Total Additional Charges	USD 0.00
Total Charges	USD 5,130.00
Number of Reservations	22
Number of Rooms	22
Number of Room Nights	38

Guests	# Reservations
1	5
2	8
3	4
4	5

Revenue Report

Hotel: Hyatt Summerfield Suites San Diego/Carlsb
Close Date : January 18, 2012

Hyatt Summerfield Suites San Diego/Carlsbad

Total Base Charges	USD 635.00
Total Additional Charges	USD 0.00
Total Charges	USD 635.00
Number of Reservations	4
Number of Rooms	4
Number of Room Nights	5

Guests	# Reservations
1	3
4	1

Revenue Report

Hotel: Quality Inn and Suites Carlsbad
Close Date : January 18, 2012

Quality Inn and Suites Carlsbad

Total Base Charges	USD 546.00
Total Additional Charges	USD 0.00
Total Charges	USD 546.00
Number of Reservations	8
Number of Rooms	8
Number of Room Nights	8

Guests	# Reservations
1	6
2	2

Revenue Report

Hotel: Ramada Carlsbad by the Sea

Close Date : January 18, 2012

Ramada Carlsbad by the Sea

Total Base Charges	USD 862.00
Total Additional Charges	USD 0.00
Total Charges	USD 862.00
Number of Reservations	5
Number of Rooms	5
Number of Room Nights	11

Guests	# Reservations
1	1
2	1
3	2
4	1

Revenue Report

Hotel: Residence Inn by Marriott Carlsbad
Close Date : January 18, 2012

Residence Inn by Marriott Carlsbad

Total Base Charges	USD 675.00
Total Additional Charges	USD 0.00
Total Charges	USD 675.00
Number of Reservations	4
Number of Rooms	4
Number of Room Nights	5

Guests	# Reservations
1	2
2	2

Revenue Report

Hotel: Sheraton Carlsbad Resort & Spa
Close Date : January 18, 2012

Sheraton Carlsbad Resort & Spa

Total Base Charges	USD 26,533.00
Total Additional Charges	USD 240.00
Total Charges	USD 26,773.00
Number of Reservations	66
Number of Rooms	66
Number of Room Nights	157

Guests	# Reservations
1	20
2	41
3	5

Revenue Report

Hotel: TownePlace Suites by Marriott Carlsbad/Vis
Close Date : January 18, 2012

TownePlace Suites by Marriott Carlsbad/Vista

Total Base Charges	USD 2,616.00
Total Additional Charges	USD 0.00
Total Charges	USD 2,616.00
Number of Reservations	13
Number of Rooms	13
Number of Room Nights	24

Guests	# Reservations
1	5
2	7
3	1

Revenue Report

Hotel: TownePlace Suites by Marriott Carlsbad/Vis
Close Date : January 18, 2012

Event Totals

Total Base Charges	USD 59,228.00
Total Additional Charges	USD 260.00
Total Charges	USD 59,488.00
Number of Reservations	234
Number of Rooms	234
Number of Room Nights	444

Guests	# Reservations
1	91
2	116
3	17
4	10

Mercury Insurance Open

2011 Tournament Report

September 2011





DEAR SPONSORS AND TOURNAMENT PARTNERS,



It's my pleasure to present to you this Post Event Report on the Mercury Insurance Open 2011. More than 48,000 thrilled fans came to eight exciting days of world-class setting at the beautiful La Costa Resort and Spa. In a spectacular setting, amid perfect weather, they enjoyed a close-up view of rising U.S. tennis stars in singles and doubles, as well as many fan favorites who return year after year to play this beloved tournament.

The exciting semifinals and championship were broadcast nationwide on ESPN 2 and worldwide via Eurosport and Direct TV.

This year, we expanded our loyal base of ticketholders with several outreach initiatives. Our highly successful Kids' Day helped develop a new generation of tennis fans with activities for the 10-and-under crowd. We attracted a new female audience of league players with our "Fashion Show and Lunch," where top tennis professionals modeled stylish resort wear. Latin Night drew tennis fans from throughout the large Latino population in Southern California and Mexico.

I'm particularly pleased that we were able to expand our partnership with Mercury Insurance as our title sponsor, and with Tri-City Medical Center, our presenting sponsor, as well as other valued partners such as American Express, Dell, Evian, Andalucía, and Paul Hastings. We're also proud to be joining forces with new partners, including such well-known brands as Bulova, Gatorade, and Tacchini.

Fans enjoyed the amenities of the beautiful La Costa Resort and Spa, now undergoing a \$50 million makeover, with its newly renovated rooms and Stadium Court restaurant. In the tournament sponsor pavilion, we added a stage for pop and jazz bands, and other entertainment. Next year, we'll have create even more atmosphere there with a wine-tasting and other social events.

I'm especially excited to report that next year will also include a Legends Invitational tournament, featuring past winners of the tournament, including Steffi Graf and other household names.

I'd like to take this opportunity to thank you most warmly for your commitment to the Mercury Insurance Open 2011. You made a decisive contribution toward ensuring that world-class tennis continues to come to Southern California. We'll be working hard all year to make sure that the 2012 tournament is even more enjoyable, profitable, and rewarding. I'll be delighted if we can continue to count on your support.

With heartfelt thanks,

Raquel Giscafré, Tournament Director



INTRODUCTION



CONTENTS

THE TOURNAMENT

THE HEART OF SOUTHERN CALIFORNIA
CENTER OF THE OLYMPUS US OPEN SERIES
TOP SEEDS & WILD CARDS
MATCH HIGHLIGHTS

MARKETING & MEDIA

TELEVISION COVERAGE
PRINT MEDIA
PUBLIC RELATIONS
RADIO
DIGITAL MEDIA
“DON’T TEXT & DRIVE” CAMPAIGN

THE EVENT

TOURNAMENT ATTENDANCE
SPECIAL EVENTS
PRO-AM WITH MARTINA HINGIS



The Tournament

The Heart of
Southern
California

Center of the
Olympus US
Open Series

Top Seeds & Wild
Cards

Match Highlights





THE HEART OF SOUTHERN CALIFORNIA

Women's champions have flocked to San Diego for 23 years in the middle of the summer to play top-notch matches and compete for the title at the beautiful La Costa Resort and Spa. However, there can only be one Mercury Insurance Open champion out of the 56 player field who get the \$107,000 check and the crucial WTA ranking and US Open Series ranking points.

Doubles was not overshadowed as 16 strong teams competed for the title as the 2011 Mercury Insurance Doubles Champion. In 2011, Kveta Peschke and Katarina Srebotnik received the honor of splitting the \$34,000 check as they won their 14th straight match and took the title.

July 30 to August 8
Qualifying July 30 and 31
Main Draw started August 1

**56 Singles
Players**

**32 Qualifying
Players**

**16 Doubles
Teams**

**Prize Money:
\$721,000**

Level: WTA Premier Tournament

Part of the US Open Series



THE TOURNAMENT



CENTER OF THE OLYMPUS US OPEN SERIES

6 weeks

10 tournaments

\$40 million

IT MUST BE LOVE

Week 1 - July 18

Atlanta Tennis Championships

Atlanta (ATP)

Week 2 - July 25

Farmers Classic

Bank of the West Classic

Los Angeles (ATP)

Stanford (WTA)

Week 3 - August 1

Legg Mason Tennis Classic

Mercury Insurance Open

Washington DC (ATP)

Carlsbad (WTA)

Week 4 - August 8

Rogers Cup

Rogers Cup

Montreal (ATP)

Toronto (WTA)

Week 5 - August 15

Western & Southern Open

Cincinnati (ATP & WTA)

Week 6 - August 22

Winston-Salem Open

New Haven Open

Winston-Salem (ATP)

New Haven (WTA)



THE TOURNAMENT



EXCEPTIONAL TOP SEEDS

The Mercury Insurance Open attracted some of the world's most popular tennis players to San Diego including six players in the Top 20 and twelve players in the Top 30

	
Vera Zvonareva (WTA #3) 2010 Wimbledon & US Open finalist	Ana Ivanovic (WTA #17) 2010 Former World Number 1 & French Open Champion
	
Andrea Petkovic (WTA #11) 2011 Australian & French Open Quarterfinalist	Dominika Cibulkova (WTA #19) French Open Semifinalist & Wimbledon & US Open Quarterfinalist
	
Agnieszka Radwanska (WTA #14) 2011 Mercury Insurance Champion	Julia Goerges (WTA #20) 2011 Stuttgart Open Champion
	
Shuai Peng (WTA #16) 2nd highest ranked player from Asia	Daniela Hantuchova (WTA #21) Australian Open Semifinalist & Quarterfinalist at the US Open & Wimbledon



THE TOURNAMENT



MAIN DRAW WILD CARDS



Aravane Rezaï
Four-time WTA Tournament Champion



Gisela Dulko
2010 end of the year #1 Doubles player and
2011 Australian Open Doubles Champion



Sloane Stephens
Rising American star and highest ranked
18 year old in the world



Alexa Glatch
Rising American Star with five
ITF tournament wins



THE TOURNAMENT



MATCH HIGHLIGHTS

Women's Singles Finals

This year's singles championship featured 2010 finalist Agnieszka Radwanska and world number 3 Vera Zvonareva, with Radwanska prevailing 6-3 6-4 over Zvonareva.

"Even though I had two really tough matches in the quarters and semifinals, I played very well today. I really wanted to win this tournament so I was really focused from the beginning. Winning a tournament with a lot of great matches against top players is very special."
Agnieszka Radwanska

Women's Doubles Finals

The doubles final featured Wimbledon champions Kveta Peschke and Katarina Srebotnik against Americans Raquel Kops-Jones and Abigail Spears with the strong duo of Peschke/Srebotnik winning 6-0, 6-2.

"With each match we're getting more confident and we are very happy we won this title. It's a beautiful, beautiful area here. We enjoyed it a lot and we'd love to come back here next year."
Kveta Peschke



THE TOURNAMENT



MATCH HIGHLIGHTS

Sensational Semifinal Matches:

The semifinal matches this year were nothing less than sensational with both matches going the distance to three sets. The first semifinal featured world number three Vera Zvonareva defeating former world number one and French Open champion Ana Ivanovic 5-7, 6-4, 6-4. Next on court was Agnieszka Radwanska and Andrea Petkovic with Radwanska staging a comeback after the losing the first set 4-6, but winning the next two 6-0, 6-4.

- Vera Zvonareva defeated Ana Ivanovic 5-7, 6-4, 6-4
- Agnieszka Radwanska defeated Andrea Petkovic 4-6, 6-0, 6-4

Quality First Round Matches:

This year's tournament featured stellar first round matches. Japan's Kimiko Date-Krumm defeated South America's number one player Gisela Dulko in a match that featured an extremely tight first set with Date-Krumm coming away with a 7-5, 6-0 victory. In another quality first round match, Japanese number one Ayumi Morita defeated Australia's Jelena Dokic in a tight three set battle 6-1, 4-6, 7-5.

- Kimiko Date-Krumm defeated Gisela Dulko 7-5, 6-0
- Ayumi Morita defeated Jelena Dokic 6-1, 4-6, 7-5

Thrilling Upsets:

The Cinderella story of this year's Mercury Insurance Open was the rising American superstar Sloane Stephens who captured the hearts of the thousands of fans en route to her first ever WTA quarterfinal appearance. Along the way Sloane upset World number 20, Julia Goerges from Germany in the second round.



The Event

Tournament
Attendance

Special Events

Pro-Am with
Martina Hingis





TOURNAMENT ATTENDANCE

The total attendance for the 2011 Mercury Insurance Open was 41,774

Saturday, July 30	Sunday, July 31	Monday, August 1	Tuesday, August 2	Wednesday, August 3	Thursday, August 4	Friday, August 5	Saturday, August 6	Sunday, August 7
Day: 2,031	Day: 2,193	Day: 2,402	Day: 2,540	Day: 2,678	Day: 2,598	Day: 2,568	Day: 3,256	Day: 4,287
		Night: 2,806	Night: 2,238	Night: 2,595	Night: 2,675	Night: 2,701	Night: 4,206	



THE EVENT



SPECIAL EVENTS

KIDS DAY

Monday, August 1- Day Session

Admission was free for all kids 16 years old and younger when an adult ticket was purchased. Along with watching competitive matches from the top women's players on the WTA Tour, kids participated in a variety of activities throughout the day.

CELEBRATE OUR HEROES

Monday, August 1- Evening Session

Admission was free to all members of the Military, Police and Fire Department with valid ID. Admission was also free to kids 16 years old and younger when an adult ticket was purchased.

GROUP DAY

Tuesday, August 2- Day/Evening Session

All groups of ten or more received a 50% discount on reserved grandstand or East Loge Box seating.



THE EVENT



SPECIAL EVENTS

LADIES & LEAGUE DAY

Wednesday, August 3-Day Session

Attendees received a boxed lunch and a wonderful VIP Box seat to the fashion show presented by the shops at La Costa, Pinkalicious and Lilly Pulitzer. The fashion show featured tournament players.

LATIN NIGHT

Wednesday, August 3- Evening Session

Angel Lopez was honored for his 31 years of service to the San Diego County Tennis community and for helping the Latino community to appreciate and love the sport of tennis by donating lessons and equipment. Lopez serves as a USPTA Master Professional and a top tour coach. He serves as Director of Tennis Operations at the San Diego Tennis & Racquet club, where he has taught since 1979. In March 1997, Lopez began operating the Angel Lopez Tennis Academy at the San Diego Tennis & Racquet Club, where he supervises eight assistant USPTA certified professionals. The USPTA's San Diego Division recently awarded Lopez with the 2011 community service award.

USTA MEMBER'S DAY

Thursday, August 4- Day Session

USTA members came to the private USTA hospitality area on member appreciation day between 1:00 PM and 2:30 PM. The hospitality area was located behind the southeast corner of the stadium. Members came and received complimentary refreshments, a free gift and more. Upon entrance to the area, attendees were required to show a valid USTA membership ID card along with their purchased ticket to the tournament grounds.



THE EVENT



SPECIAL EVENTS



Octagon secured an appearance at the annual tournament Pro-Am by five-time Grand Slam Champion, Martina Hingis at no additional cost to Mercury Insurance. Octagon was also able to organize the use of courts at Rancho Valencia Resort for the Pro-Am in order to provide for a unique and exclusive experience for tournament sponsors and selected guests.

Marketing & Media

Television

Print Media

Public Relations

Radio

Digital Media

The Added Value
of the WTA Tour





TELEVISION COVERAGE



The quarterfinals, semifinals and finals matches of the Mercury Insurance Open were broadcast live on ESPN2 and the Tennis Channel with eight hours of live broadcasts and two hours of tape delayed broadcast.

Date	Telecast Time	Broadcaster
Friday, August 5	8:00pm-10:00pm	ESPN 2 (Live)
(Quarterfinals)	10:00pm-12:00am	Tennis Channel (Tape Delay)
Saturday, August 6	2:00pm-4:00pm	Tennis Channel (Live)
(Semifinals)	7:00-9:00pm	ESPN 2 (Live)
Sunday, August 7	2:00-4:00pm	ESPN 2 (Live)
(Finals)		

Network	Date	Day	Start	End	Match	HH Rtg.	HH Imp.	P2+	P2+ Imp
ESPN2*	8/5/2011	FRI	5:00PM	9:00PM	Andrea Petkovic v. Sloane Stephens	Quarterfinal	0.1	89,336	110,115
ESPN2	8/5/2011	FRI	11:04PM	12:40AM	Ana Ivanovic vs. Peng Shuai	Quarterfinal	0.1	107,335	0.1 157,930
ESPN2	8/6/2011	SAT	10:12PM	12:43AM	Vera Zvonareva vs. Ana Ivanovic	Semifinal #2	0.3	273,174	0.1 341,688
ESPN2	8/7/2011	SUN	5:41PM	7:00PM	Vera Zvonareva vs. Agnieszka Radwanska	Final	0.3	251,057	0.1 293,518





TELEVISION ADVERTISING

- Octagon purchased 25 :30 second advertising units on ESPN2 at a cost of \$148,837.50 - We were contractually obligated to give 10 of those spots to Mercury and in the end allocated 12 to MIG
- Mercury Insurance also received 10 :30 second spots on the Tennis Channel broadcast, which were a part of the overall USOS television agreement
- On both ESPN and The Tennis Channel, Mercury received one opening and one closing billboard; category exclusivity in the broadcast, and one enhancement per broadcast (sponsor match summary); on-air graphics and voiceovers with the tournament name and title sponsor





PRINT MEDIA

Mercury Insurance received two full pages in advertising space in a special supplement of San Diego Union Tribune. One of Mercury's full page ads appeared on the back page of the supplement. In addition, there was a feature story and 12 pages of content, dedicated to the tournament.

The Union Tribune produced 90,000 supplements and has a subscriber base of 68,000 homes. A total of 12,000 supplements were delivered to 28 tennis clubs throughout San Diego, Orange and Imperial Counties. In addition, 10,000 copies were handed out for free distribution at the tournament.



TOURNAMENT PROGRAM AND TICKET BROCHURE

We produced 2,500 tournament programs which have an estimated readership of 10,000. The tournament program was 64 pages long, included 23 Mercury Insurance logos and mentioned Mercury Insurance 55 times.

Mercury Insurance received three pages total in the tournament program—two full page advertisements and a “Welcome Letter” from the CEO of Mercury Insurance, which appeared at the beginning of the program. Mercury also had one of the full page advertisements, which was on the back of the tournament program.



We had 25,000 ticket brochures printed for the 2011 tournament. We hand-delivered 150 brochures and two posters to 51 different tennis clubs throughout San Diego, Orange, LA, Coachella and Imperial Counties.

From July 25th to August 7th, La Costa Resort & Spa placed brochures in each of their 611 guest rooms and suites.



PRINT ADVERTISING

NORTH COUNTY SUN ENTERTAINMENT
Free Tickets, Contests, Valuable Coupons

San Diego County Fair

4th of July Fireworks Shows

Women's Pro Tennis Championship

T.C.L.F. Jazz in the Parks

U.S. Open Sandcastle Competition

Dewey Weber Longboard Surfing Classic

Beach Boccia Ball Championship

Temecula Railroad and Wine Festival

Kid's Summer Camps

LA COSTA

AAA MERCURY

WTA

AAA MERCURY
INSURANCE GROUP

**Low Rates!
Big Discounts!
More Benefits!**

mercuryinsurance.com

2011 COUPON
20% OFF
up to \$100 off new policy

2011 COUPON
2 FOR 1

JULY 30 - AUGUST 7, 2011

OFF 20% TO \$100 OFF NEW POLICY
MERCURYINSURANCE.COM/SAV
CALL 800-433-7052

IT MUST BE LOWE

By the Time You Look Up,
it's **Too Late.**

Sign the pledge.

AAA MERCURY
INSURANCE GROUP

MARKETING & MEDIA | PRINT MEDIA



IN THE SPOTLIGHT

SOUTHERN CALIFORNIA TENNIS ASSOCIATION

September 2011

Los Angeles Times

THE MOVIES SUPPLIES TO PACK IT UP

By [Name] [Date]

Los Angeles Times

Press release

By [Name] [Date]

REUTERS

Los Angeles Times

By [Name] [Date]

UPDATE: I-Tennis-Zvonareva to meet Radwanska in San Diego final

By [Name] [Date]

Los Angeles Times

Los Angeles Times

By [Name] [Date]

Los Angeles Times

By [Name] [Date]

Los Angeles Times

By [Name] [Date]

Los Angeles Times

By [Name] [Date]

Los Angeles Times

By [Name] [Date]

EncinitasPatch

La Costa Serves Up Mercury Insurance Open Tennis

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Los Angeles Times

Agustina Radwanska uses finesse to win Mercury Insurance Open title

By [Name] [Date]

Los Angeles Times

Los Angeles Times

By [Name] [Date]

Los Angeles Times

By [Name] [Date]

Los Angeles Times

By [Name] [Date]

Los Angeles Times

By [Name] [Date]

Los Angeles Times

By [Name] [Date]

Los Angeles Times

By [Name] [Date]

Radwanska reaches final

Los Angeles Times

By [Name] [Date]

Los Angeles Times

By [Name] [Date]

Los Angeles Times

By [Name] [Date]

Los Angeles Times

By [Name] [Date]

Los Angeles Times

By [Name] [Date]

MARKETING & MEDIA | PUBLIC RELATIONS



IN THE SPOTLIGHT



Radwanska beats Zvonareva to win Carlsbad title

Carlsbad, Calif. — Vera Zvonareva of Russia won the Carlsbad Open tennis tournament on Saturday, defeating Maria Sharapova of Russia in the final match.

The 2006 Carlsbad Open tennis tournament was held at the Carlsbad Tennis Center. The tournament was the 10th in the series and was the first to be held at the new facility.

Radwanska, 25, won the title by defeating Zvonareva, 28, in a straight set. The match was the highlight of the tournament.

The Carlsbad Open is a WTA 125K event and is part of the WTA Tour. It is the only tennis tournament in the United States to be held at the Carlsbad Tennis Center.

The Carlsbad Tennis Center is a state-of-the-art facility that was built in 2006. It is the largest tennis center in the United States and is home to the Carlsbad Open tennis tournament.

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Vera Zvonareva gears up for Mercury Open 2011 - Tennis News

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Canada's Marino ousted at WTA event in Carlsbad

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Vera Zvonareva reaches final

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A Multicultural Agency

MULTICULTURAL PUBLIC RELATIONS – TELEVISION

<u>Outlet</u>	<u>Affiliation</u>	<u>Market</u>	<u>Run Date</u>	<u>Length</u>	<u>Ad Value</u>
Univision TV - "Despierta San Diego" Live in-studio Interview	Entravision	San Diego	08/03/11	4:30 min.	\$3,937.50
Total:					\$3,937.50





MULTICULTURAL PUBLIC RELATIONS – PRINT ADVERTISING



<u>Outlet</u>	<u>Circ.</u>	<u>Affiliation</u>	<u>Market</u>	<u>Run Date</u>	<u>Size</u>	<u>Ad Value</u>
El Informador - Article on Nazari Urbina/Color	50,000	Weekly Magazine	Tijuana	07/29/11	1 page	\$4,117.50
Zeta Newspaper	40,000	Weekly Magazine	San Diego/Tijuana	7/29/11 - 8/4/11	1 page	\$5,205.00
Givivng Back Magazine-Calendar Listing	20,000	Monthly Magazine	San Diego	8/2011	1 col. x 1 1/2"	\$500.00
Frontera - Deportes	40,000	Daily tabloid	Tijuana/San Diego	08/02/11	1 col. X 6"	\$405.00
Frontera - Deportes	40,000	Daily tabloid	Tijuana/San Diego	08/03/11	1 col. X 6"	\$405.00
La Voz de San Diego	30,000	Bi-Weekly Magazine	San Diego	08/03/11	1/4 page	\$950.00
Frontera - Deportes	40,000	Daily Tabloid	Tijuana/San Diego	08/04/11	1/8 page	\$1,050.00
Agencia Fronteriza de Noticias	65,000	Weekly Magazine	Tijuana	08/04/11	1/2 page	\$2,000.00
Agencia Fronteriza de Noticias	65,000	Weekly Magazine	Tijuana	08/04/11	1/2 page	\$2,000.00
Semanario Zeta- Tournament Highlights	40,000	Weekly Magazine	Tijuana/San Diego	8/5-11/11	1 Page	\$5,205.00
El Latino- Sports section/ Color	40,000	weekly magazine	San Diego	8/5-11/11	6.43x10"	\$1,671.85
Frontera - Deportes	40,000	Daily Tabloid	Tijuana/San Diego	08/06/11	1/2 Page	\$2,025.00
Frontera-Deportes	40,000	Daily tabloid	Tijuana/San Diego	08/08/11	2 col. X 10"	\$1,350.00
El Mexicano- Deportes	50,000	Daily tabloid	Tijuana/San Diego	08/08/11	2 col. X 4"	\$1,050.00
Semanario Zeta- Tournament Results "Surprise in La Costa"	40,000	Weekly Magazine	Tijuana/San Diego	8/12-18/11	1 page	\$5,205.00
Total:	640,000					\$27,934.35





MULTICULTURAL PUBLIC RELATIONS – ONLINE



<u>Outlet</u>	<u>Affiliation</u>	<u>Market</u>	<u>Run Date</u>	<u>Length</u>	<u>Ad Value</u>
http://www.elinformador.com		Tijuana/Baja	7/29/2011	1 web pg	\$4,117.50
http://www.sandiegored.com/noticias/16366/	Web Magazine	San Diego	08/01/11	2 1/2 web pgs	N/A
http://www.afntijuana.info/deportes/2748_inicia_abierto_wta_mercury_insurance	AFN	Tijuana/San Diego	08/02/11	2 web pgs	N/A
http://www.frontera.info	Frontera Tabloid	Tijuana/San Diego	8/3/2011	1 web pgs	\$2,160
http://www.afntijuana.info/deportes/2742_reconocen_al_tenista_angel_lopez	AFN	Tijuana/San Diego	8/4/2011	2 web pgs	N/A
http://www.zetatijuana.com/2011/08/01/listas-para-el-gran-escenario		Tijuana	08/04/11	4 web pgs	\$20,820
http://www.sandiegored.com	Web Magazine	San Diego	8/5/2011	2 web pgs	N/A
http://www.ellatinonline.com	Weekly Magazine	San Diego	8/5/2011	1 web pgs	\$1,250
http://www.zetatijuana.com/2011/08/08/comprometidas-a-ganar	Weekly Magazine	Tijuana/San Diego	8/5/2011	1 web pgs	\$5,205
http://www.frontera.info.com	Weekly Magazine	Tijuana/San Diego	8/6/2011	1 web pgs	\$2,160
http://www.frontera.info.com	Weekly Magazine	Tijuana/San Diego	8/8/2011	1 web pgs	\$2,160
http://www.el.mexicano.com.mx	Daily tabloid	Tijuana/San Diego	8/8/2011	1 web pgs	\$2,522.50
http://www.zetatijuana.com	Weekly Magazine	Tijuana/San Diego	8/12-18/11	1 web pgs	\$5,205
Total:					\$45,600





E-BLASTS

<u>eBlast</u>	<u>Date Sent</u>	<u>Recipients</u>	<u>Views</u>	<u>Percentage Viewed</u>
Finals recap & 2012 save the date	8/17/2011	42192	2550	5.30%
Final Weekend	8/5/2011	26560	1772	6.67%
Schedule Advisory	8/4/2011	31312	3041	9.71%
Ladies and Leagues Day and Latin Night	7/25/2011	42801	3334	7.78%
Women's Health Benefit Auction	7/18/2011	2550	408	16%
Special Ticket Promotions	7/12/2011	2519	456	18%
Volunteer Opportunities	7/5/2011	2525	454	17.90%
Special Events Line-up Announced	6/28/2011	43097	3417	7.92%
Updated player field Announced	6/22/2011	31952	2853	8.92%



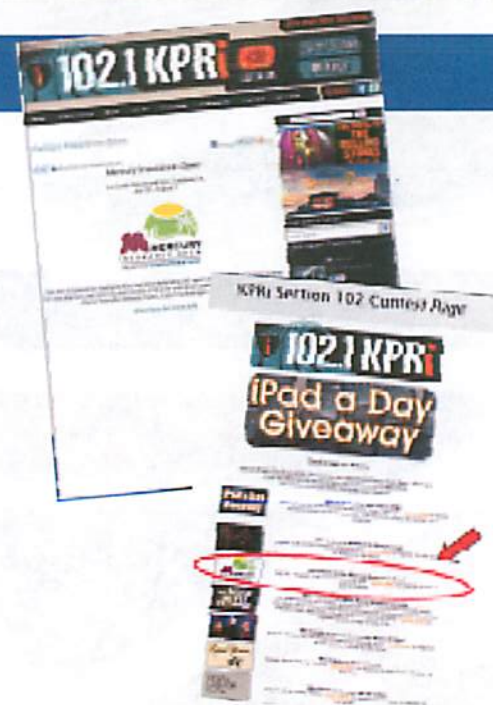


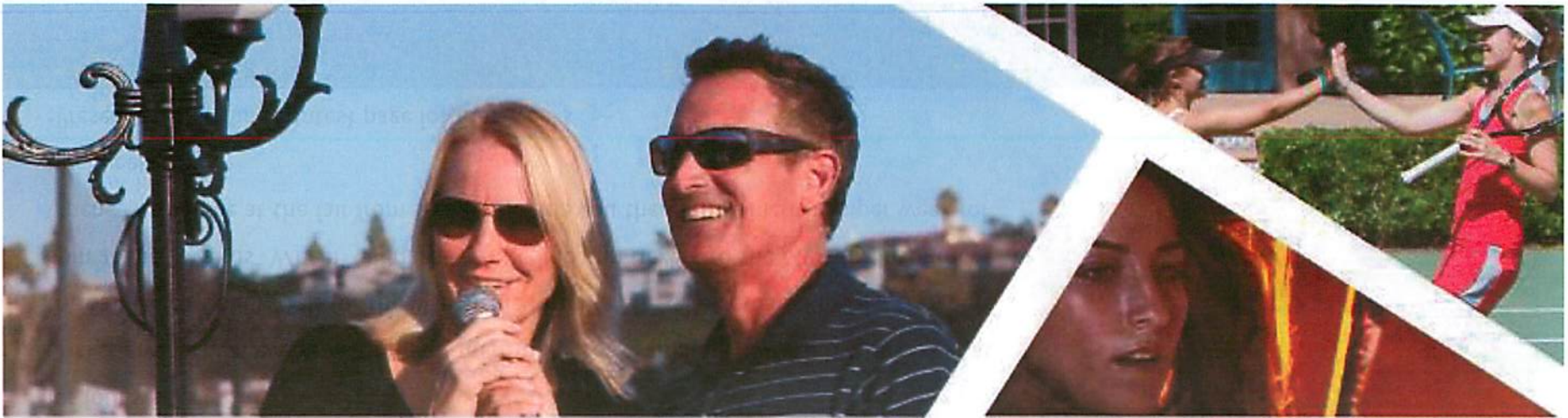
RADIO—102.1 KPRI PROMOTIONAL RECAP

102.1 KPRI Promotional Recap

The Mercury Insurance Open was promoted on 102.1 KPRI. Mercury Insurance Open received:

- 500 streaming commercials on kprifm.com
- 35 KPRI 102.1 FM on air ten-second announcements
- 15 total mentions on live show host giveaways mentions Monday to Sunday (6am to midnight)
- 4 weeks on the KPRI website “Where to Go/ What to Do” page and Section 102 Online Contest Page
- 2 inclusions in KPRI e-blasts to a database of 49,000+ registered listeners





RADIO—XX1090 SPORTS RADIO PROMOTIONAL RECAP

XX1090 Sports Radio Promotional Recap

The Mercury Insurance Open was promoted on XX1090 Sports Radio and received:

- 500 streaming commercials on xxsportsradio.com and 500 on the XX1090 Smartphone app
- XX1090 Event Page listing
- 2 contest pages (Team 1090)
- Ten 15 to 20 second live liners and live mentions during actual on air giveaways
- Online and facebook giveaways
- Inclusion in the rotating 'Team 1090' liner that runs ten to 20 times a week.






RADIO—105.7 THE WALRUS

105.7 The Walrus Promotional Recap

The Mercury Insurance Open was promoted on 105.7 The Walrus and received:

- 500 streaming commercials on walrusfm.com and 500 on the Walrus Smartphone app
- Inclusion in the events section of the website <http://www.walrusfm.com/pages/events09> for four weeks
- Ticket giveaway at events with on air mentions. For example, “Join The Walrus crew at the San Diego County Fair (or the Oceanside Farmers Market), come on by and try your spin at the “Walrus’ Wheel’ O Prizes—you could win tickets to the Mercury Insurance Open—we will be at the fair from 3 to 8pm. See you there!” 10 mentions per week for two weeks.
- Presence on the line contest page for four weeks

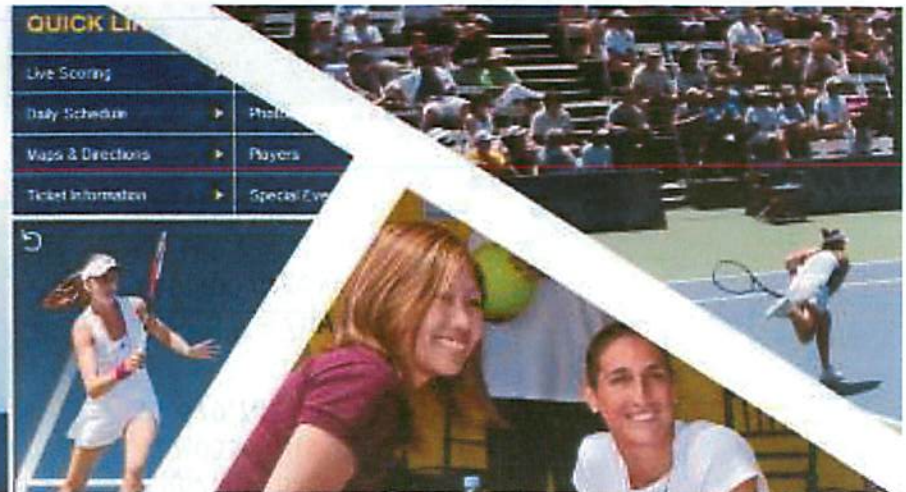




DOWNLOAD THE MOBILE FAN GUIDE

- Maps • Directions
- Augmented Reality • Widgets
- Search & More

Get it on your phone today!



MIO MOBILE FAN GUIDE

The Mercury Insurance Open presents the Mobile Fan Guide, a next-generation mobile application designed to enhance your experience and grant fans access to the event directly on their mobile device. The Mobile Fan Guide is powered by Ubiquity, a revolutionary mobile application framework developed by Thermopylae Sciences + Technology (TST). Ubiquity allows users and businesses to define their own functionality and grant others access to information about nearly everything around them.

The Mobile Fan Guide gives fans the ability to discover everything around them at the event. From locating retail and refreshment areas to augmented reality, the Mobile Fan Guide is the ultimate fan companion. Users can download the application for free on their Apple iPhone® or Google Android™ device and begin using it immediately.



Mobile App Functions:

- Maps of the entire facility
- Directions from your location to anywhere at the event
- Augmented reality to locate things around you
- Custom widgets to help stay engaged with the event you are at
- Search functionality to find exactly what you're looking for





MIO WEBSITE TRAFFIC



January 1 - July 29

842,108 page views

200,940 visits

5,191,304 hits

July 30th – Aug 7th

1,962,404 page views

422,035 visits

11,679,742 hits

Aug 8th – Aug 12th

160,300 page views

42,169 visits

825,558 hits

© Taylor & Pond



SOCIAL MEDIA ANALYSIS

The collage features several social media posts and advertisements for the Mercury Insurance Open golf tournament. At the top, a Facebook post from 'Mercury Insurance Open' (Mercury Insurance Open) is visible, dated 6-12 PM. Below it, a Twitter post from 'Mercury Insurance Open' (@MercuryInsOpen) is shown, dated 6-12 PM. A large Facebook 'f' logo is prominently displayed on the right side. In the center, a Facebook post from 'Mercury Insurance Open' (Mercury Insurance Open) is visible, dated 6-12 PM. At the bottom, a Facebook post from 'Mercury Insurance Open' (Mercury Insurance Open) is shown, dated 6-12 PM. The collage also includes a large Facebook 'f' logo on the right side. The overall theme is the promotion of the Mercury Insurance Open golf tournament through various social media channels.



SOCIAL MEDIA ANALYSIS

FACEBOOK

- 1886 likes and 263 check-ins
- 85 posts and 94 tags before beginning of tournament
- 44 posts and 62 tags during the tournament

Twitter

- 1610 followers
- 760K retweets by accounts with 500+ followers
- 250 tweets and 80 mentions before beginning of the tournament
- 340 tweets and 75 mentions during the tournament

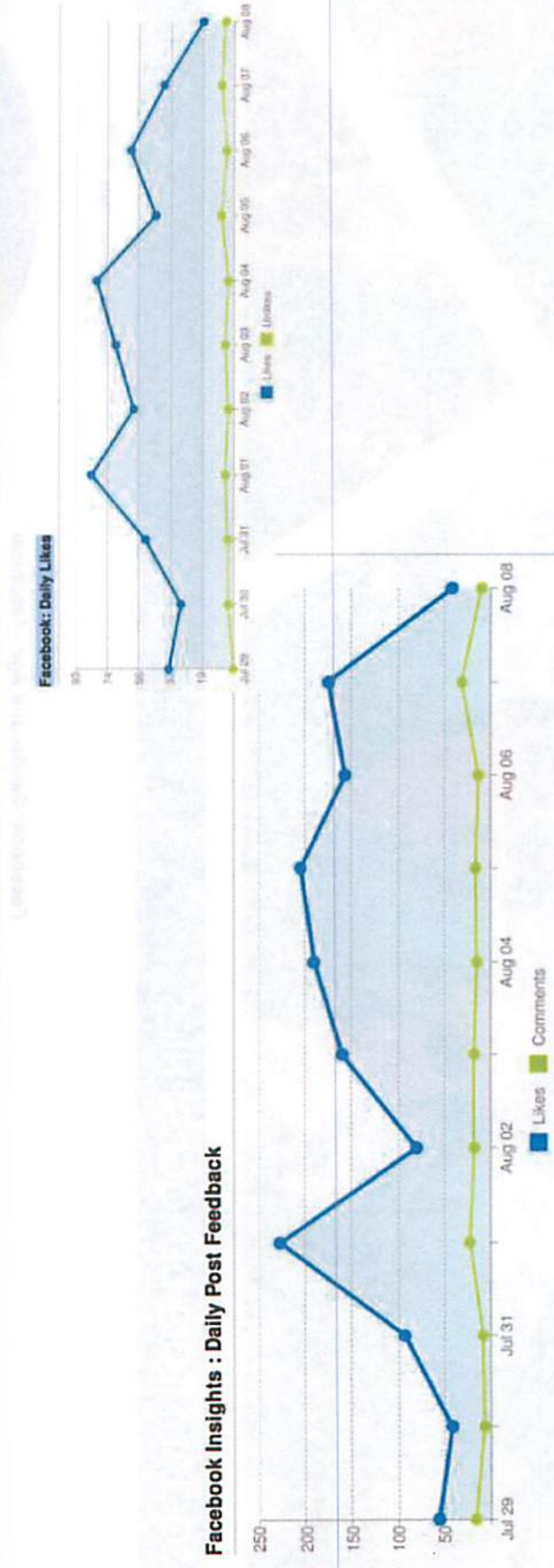
Articles

- 28 articles published about MIO on mercuryinsuranceopen.com
- 8 articles published on wtatour.com





SOCIAL MEDIA ANALYSIS





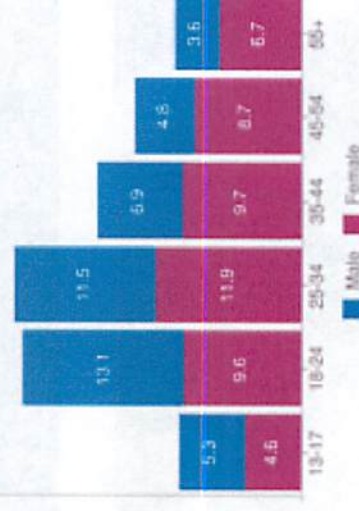
SOCIAL MEDIA DEMOGRAPHICS

Facebook: Regional Stats

Facebook: Gender and Age - Graphical



Country	Likes
United States	1,096
Serbia	69
United Kingdom	47
Argentina	43
Mexico	31
Italy	29
Spain	26
Canada	25
Philippines	23
India	23



Facebook: Gender Summary





MERCURY INSURANCE "DON'T TEXT AND DRIVE" CAMPAIGN

Three major WTA players – Agnieszka Radwanska, Daniela Hantuchova and Svetlana Kuznetsova – were featured in Mercury's "Don't Text and Drive" Campaign. This included use of the players in print, video, and internet mediums.





THANK YOU

Octagon extends a sincere thank you to our sponsors, loyal fans and the Carlsbad community for supporting us in another successful tournament. We hope to see you again next year!

THE 2012 TOURNAMENT TAKES PLACE JULY 14-22, 2012



2011 TOURNAMENT REPORT